

THE CLAIMS

1. (Original) A method for producing and delivering media content, the method comprising:
establishing a personal television channel;
modifying media content to produce a media program; and
associating said produced media program with said established personal television channel.
2. (Currently amended) The method according to claim 1, ~~further~~ comprising acquiring metadata associated with said media content.
3. (Currently amended) The method according to claim 2, wherein said acquired metadata is ~~at least one~~ or both of program metadata and or primitive metadata.
4. (Currently amended) The method according to claim 2, ~~further~~ comprising editing said acquired metadata associated with said media content.
5. (Currently amended) The method according to claim 2, ~~further~~ comprising updating said acquired metadata associated with media content to reflect at least a portion of changes associated with said modifying.
6. (Currently amended) The method according to claim 5, ~~further~~ comprising displaying at least a portion of said produced media program.
7. (Original) The method according to claim 1, wherein said modifying further comprises augmenting and editing said media content.

8. (Currently amended) The method according to claim 1, ~~further~~ comprising determining whether a media program comprises said modified media content.

9. (Currently amended) The method according to claim 8, ~~further~~ comprising if said media program comprises said modified media content, processing said media program based on metadata associated with said modified media content.

10. (Currently amended) The method according to claim 1, ~~further~~ comprising synchronizing said modified media content for presentation in said personal television channel.

11. (Currently amended) A machine-readable storage having stored thereon, a computer program having at least one code section for producing and delivering media content, the at least one code section being executable by a machine for causing the machine to perform steps comprising:

establishing a personal television channel;
modifying media content to produce a media program; and
associating said produced media program with said established personal television channel.

12. (Currently amended) The machine-readable storage according to claim 11, ~~further~~ comprising code for acquiring metadata associated with said media content.

13. (Currently amended) The machine-readable storage according to claim 12, wherein said acquired metadata is ~~at least one~~ or both of program metadata and/or primitive metadata.

14. (Currently amended) The machine-readable storage according to claim 12, ~~further~~ comprising code for editing said acquired metadata associated with said media content.

15. (Currently amended) The machine-readable storage according to claim 12, ~~further~~ comprising code for updating said acquired metadata associated with media content to reflect at least a portion of changes associated with said modifying.

16. (Currently amended) The machine-readable storage according to claim 15, ~~further~~ comprising code that causes display of at least a portion of said produced media program.

17. (Currently amended) The machine-readable storage according to claim 11, ~~further~~ comprising code for augmenting and editing said media content.

18. (Currently amended) The machine-readable storage according to claim 11, ~~further~~ comprising code for determining whether a media program comprises said modified media content.

19. (Currently amended) The machine-readable storage according to claim 18, ~~further~~ comprising code for processing said media program based on metadata associated with said modified media content, if said media program comprises said modified media content.

20. (Currently amended) The machine-readable storage according to claim 11, ~~further~~ comprising code for synchronizing said modified media content for presentation in said personal television channel.

21. (Currently amended) A system for producing and delivering media content, the system comprising:

at least one processor for establishing a personal television channel;

said at least one processor modifies media content to produce a media program; and

said at least one processor associates said produced media program with said established personal television channel.

22. (Currently amended) The system according to claim 21, wherein said at least one processor acquires metadata associated with said media content.

23. (Original) The system according to claim 22, wherein said acquired metadata is at least one of program metadata and primitive metadata.

24. (Currently amended) The system according to claim 22, wherein said at least one processor controls editing of said acquired metadata associated with said media content.

25. (Currently amended) The system according to claim 22, wherein said at least one processor updates said acquired metadata associated with media content to reflect at least a portion of changes associated with said modifying.

26. (Currently amended) The system according to claim 25, wherein said at least one processor causes display of at least a portion of said produced media program.

27. (Currently amended) The system according to claim 21, wherein said at least one processor augments and edits said media content.

28. (Currently amended) The system according to claim 21, wherein said at least one processor determines whether a media program comprises said modified media content.

29. (Currently amended) The system according to claim 28, wherein said at least one processor processes said media program based on metadata associated with said modified media content, if said media program comprises said modified media content.

30. (Currently amended) The system according to claim 21, wherein said at least one processor synchronizes said modified media content for presentation in said personal television channel.

31. (Currently amended) The system according to claim 21, wherein said at least one processor is ~~at least one~~ or more of a computer processor, a media exchange software processor, a media peripheral processor, a storage processor and or a media exchange server processor.